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(20525) Roll No. ....  
BBA -VI Sem.

**18106**

**B.B.A. Examination, May-2025**

**STRATEGIC MANAGEMENT AND  
BUSINESS POLICY**

**(BBA-601)**

**(New Course)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Type Questions)**

**Note :** This section contains **five** questions.

All questions will be **compulsory**.

There will be no internal choice.

5×3=15

1. What are the key elements in developing a mission statement?

**P.T.O.**

2. What are the characteristics of strategic management?
3. What is corporate social responsibility?
4. What do you understand by innovation diffusion?
5. What is meant by cost leadership strategy?

### **Section-B**

#### **(Short Answer Type Questions)**

**Note :** This section contains **three** questions, attempt any **two** questions. Each question carries **7.5** marks.

$$2 \times 7.5 = 15$$

6. What measures at the enterprise level are essential for successful absorption of technology in India? Explain.
7. Evaluate Porter's five forces model?
8. Draw and explain the model of strategic evaluation process?

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## Section-C

### (Descriptive Answer Type Questions)

**Note :** This section contains five questions, attempt any **three** questions. Each question carries **15** marks. Answer must be descriptive.  $3 \times 15 = 45$

9. What is strategic alliance? Explain the different areas in which the organisations can discharge their social obligations.
10. Design an organisational structure for your educational institution and match structure and control to strategy.
11. "Strategic management process for non-profit organization differ with other organization." Discuss.
12. As a corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries?

13. Critically analyze the role of power and politics in the process of strategy implementation and evaluation.